



The Consumerization of Healthcare and Criticality of Communication

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Memora Health

→ Headquarters: San Francisco

→ Traction: 50+ Health Systems

→ Raised: \$50.5M

→ 720,000+ Patients
5,100+ Clinicians

Health Systems



+48 more!

Investors



Healthcare technology has fallen short at improving the patient experience

- 86,000 healthcare mobile apps exist, average adoption is 2%
- 1 in 5 patients are readmitted, costing the US healthcare system \$41B per year
- Patients forget 85% of the clinical instructions they receive



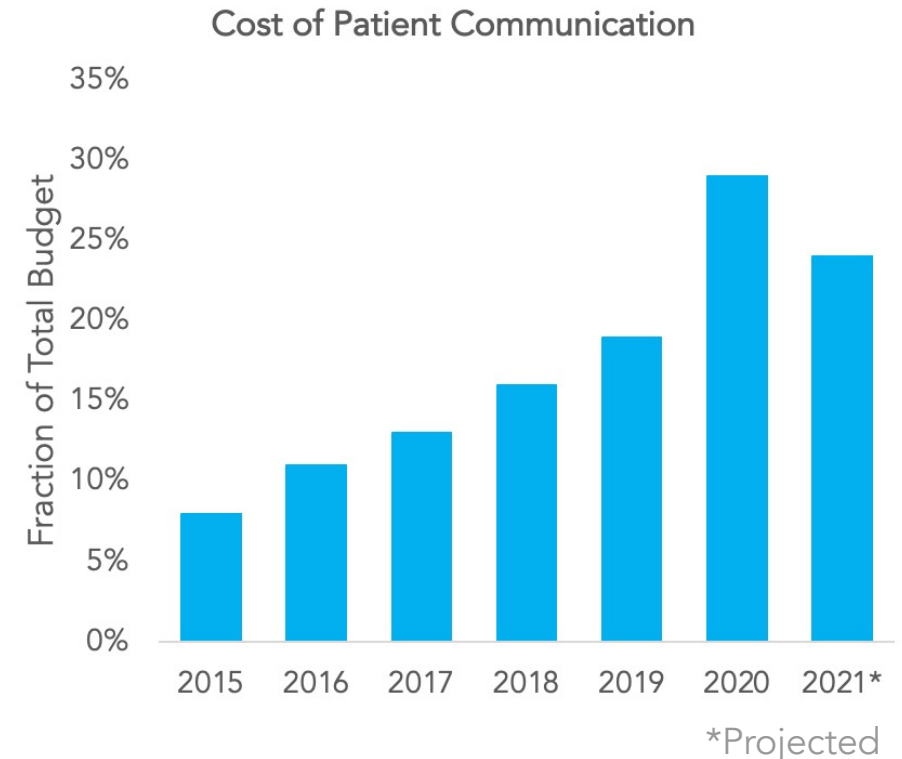
Standard of Care

- Care management calls
- Discharge and education packets
- 24-Hour call center
- Symptom trackers and triage tools
- Medication diaries and smart dispensers
- Mobile applications
- Patient portal



Digital health adoption is piecemeal and non-standardized, presenting significant operational challenges

- Transitional care accounts for 18% of health system budgets (9% in 2016)
- Effective patient communication drives 75% of retention
- Care teams receive an average of 55 notifications from patients *per day*
- The average patient is now using 5.5 platforms to get in touch with their care providers



Why is patient communication so challenging?

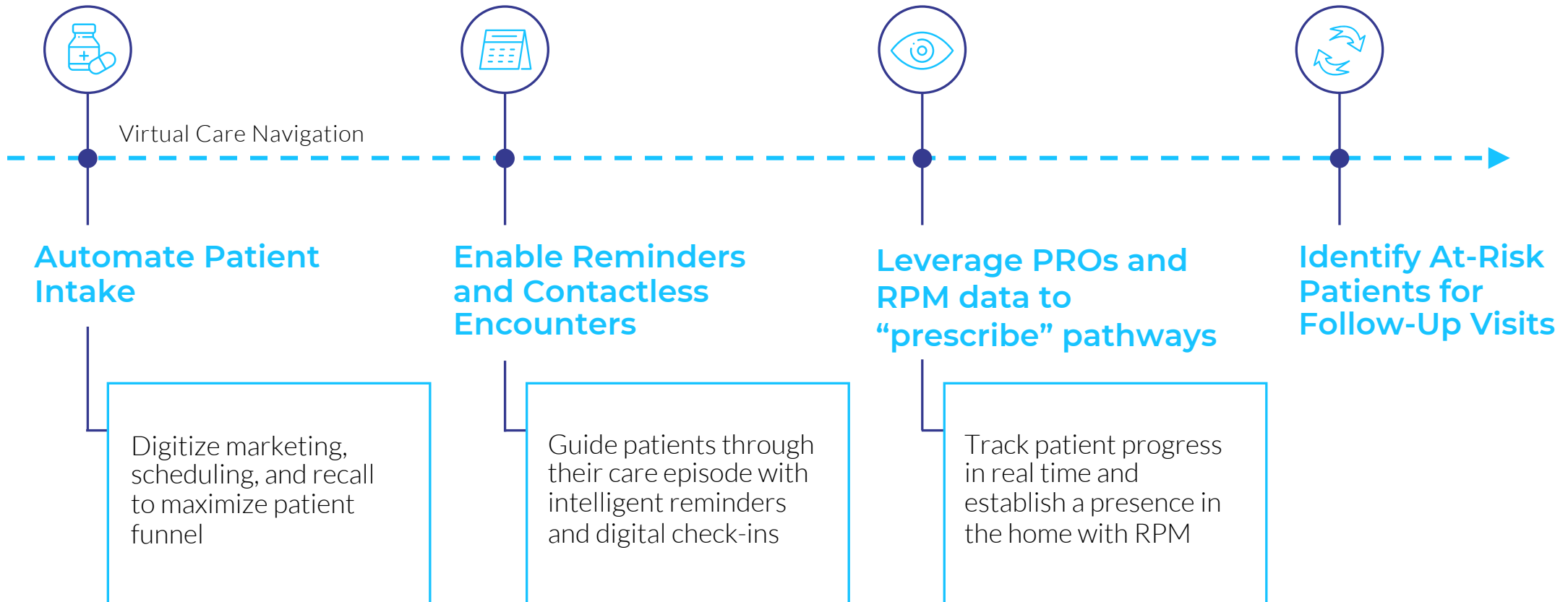
1. It's unstructured and unmanaged
2. Systems don't talk to each other
3. Caring for patients is hard



A framework for modernizing care delivery

1. Map out patient journeys
2. Data orchestration layer
3. The Operating System for Care Delivery

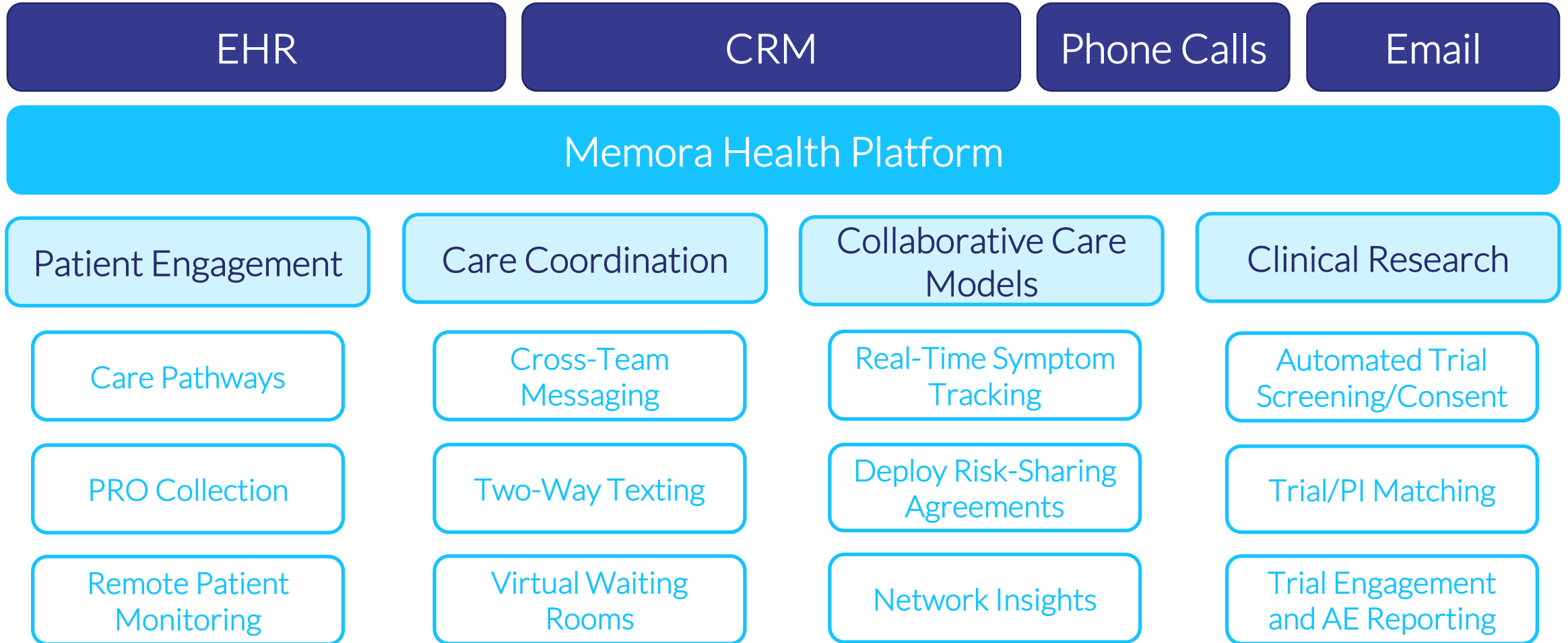
Define the patient experience



Digitally map your current workflow for care delivery



Example: Memora Health



Case Study: Postpartum Care



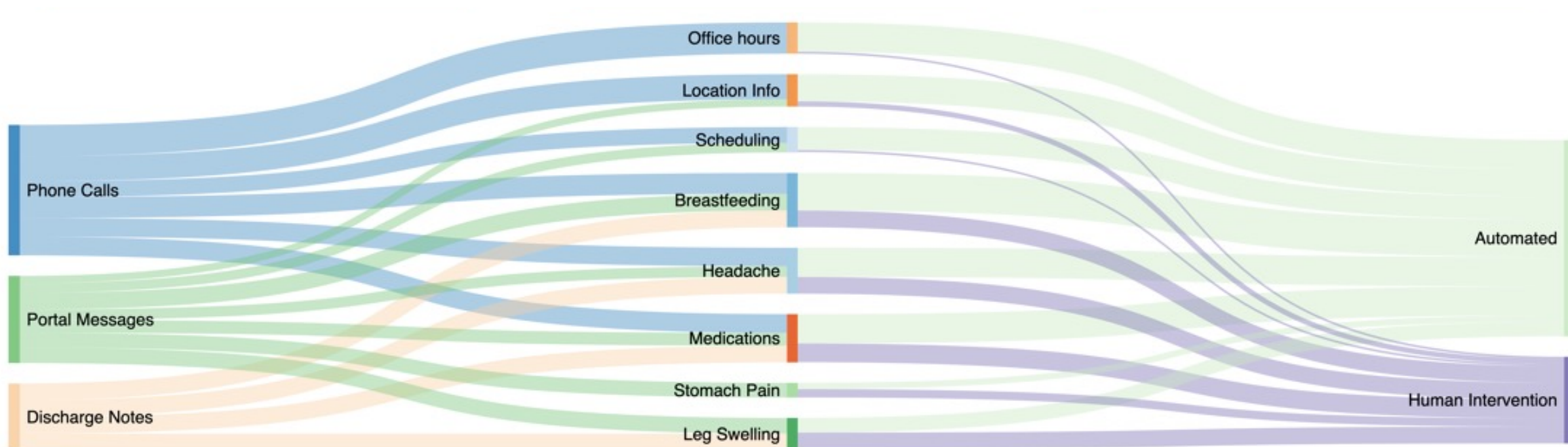
Intake Existing Data



Use NLP to De-identify
and Classify



Auto-Generate Care
Delivery Workflows

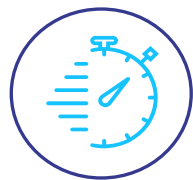


Case Study: Postpartum Care



45%*

Reduction in clinical burden



70%*

Increase in patient retention



\$670**

Saved Per Patient

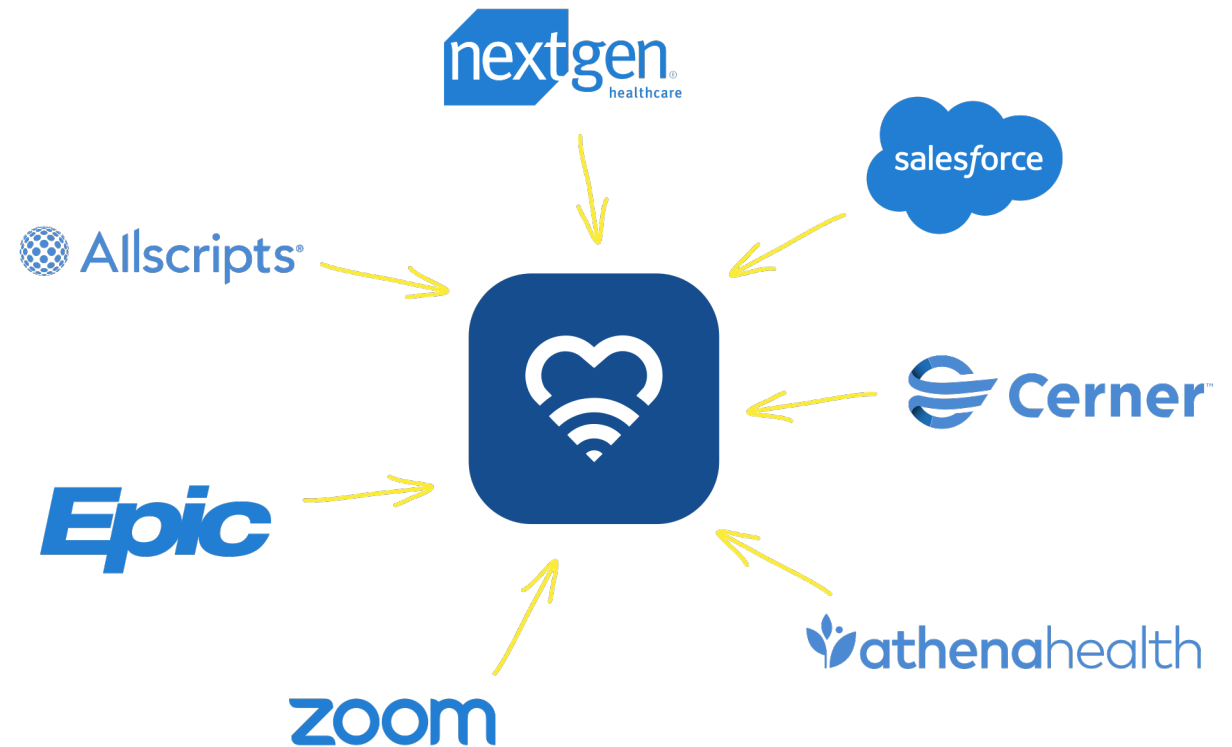
*N = ~42,000

**N = ~77,000



The Operating System for Care Delivery

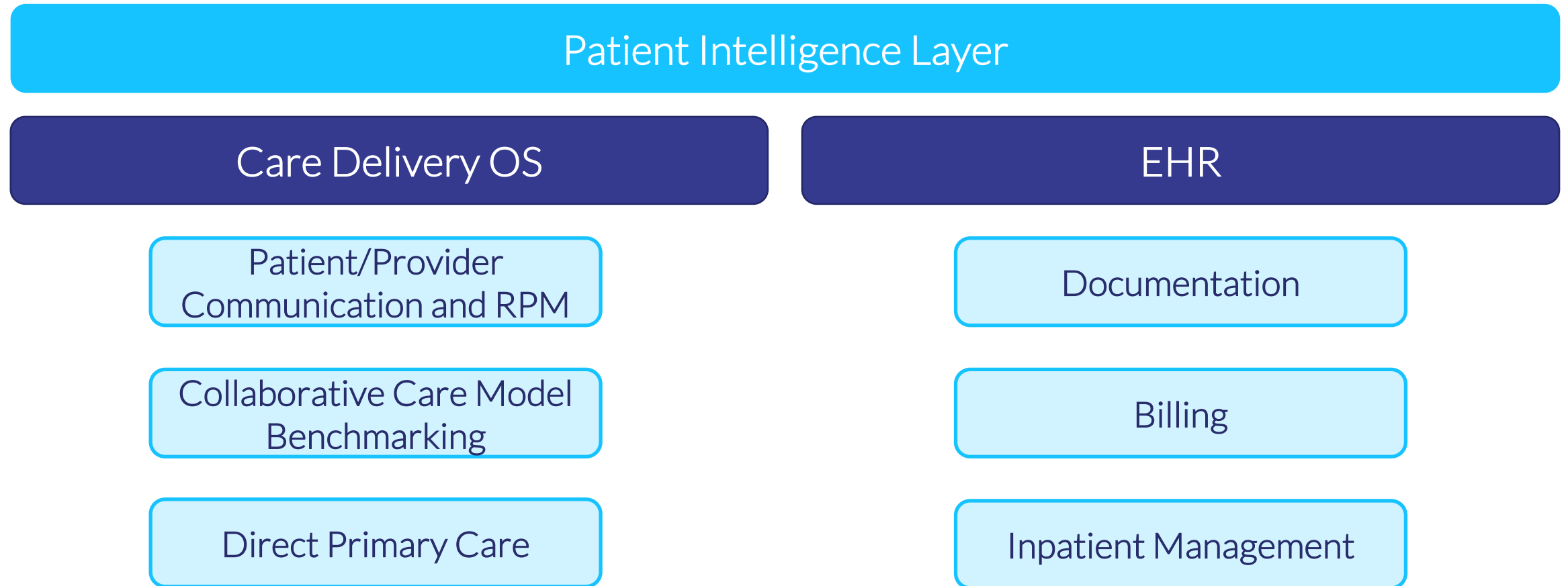
- The EMR is not the answer to the next generation of care delivery – it's one part of it
- A virtual-first technology stack is inevitably needed to modernize the business model of health systems
- Optimize for user experience – leverage human-centered design



Deploy New Digital Workflows Seamlessly



The Next Generation of Care Delivery



Key Takeaways

1. Shape your technology systems with a consumer-first perspective
2. Harness the strength of your data to create proprietary, intelligent workflows
3. Decouple the EMR from the concept of care delivery



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by



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